

Course Material

Google Data Studio\Looker Studio

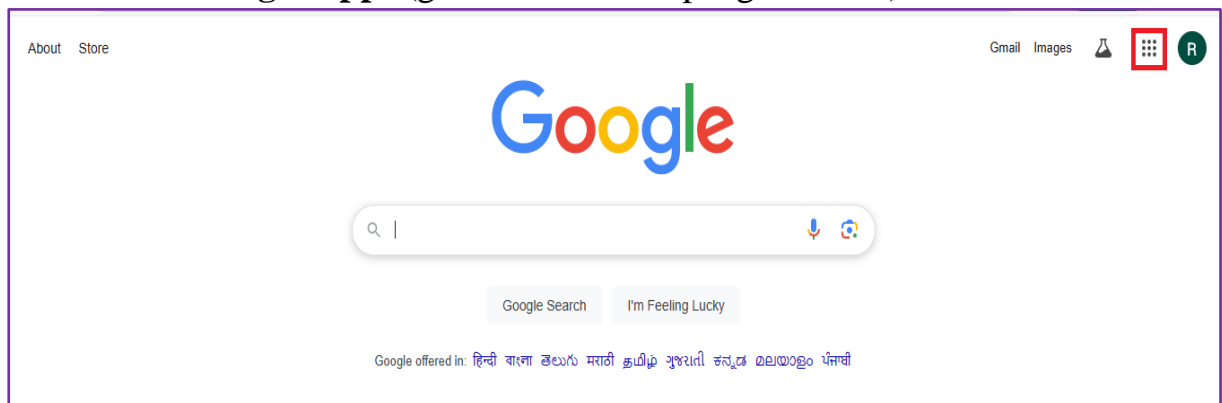
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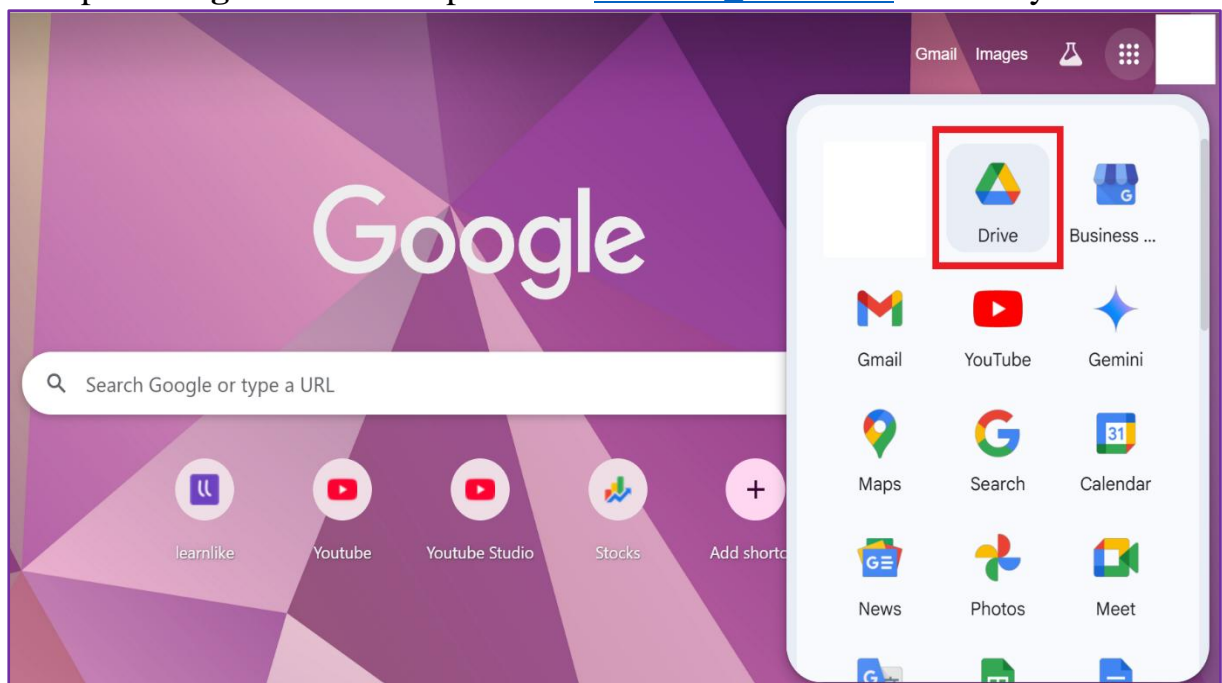
Installation

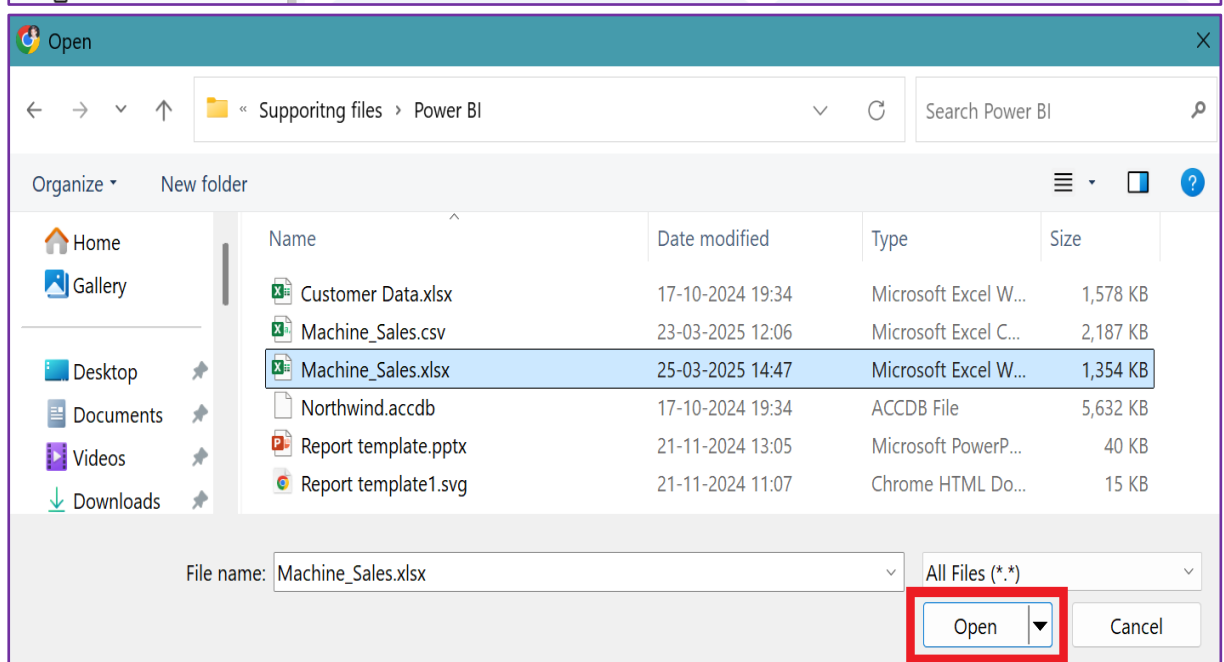
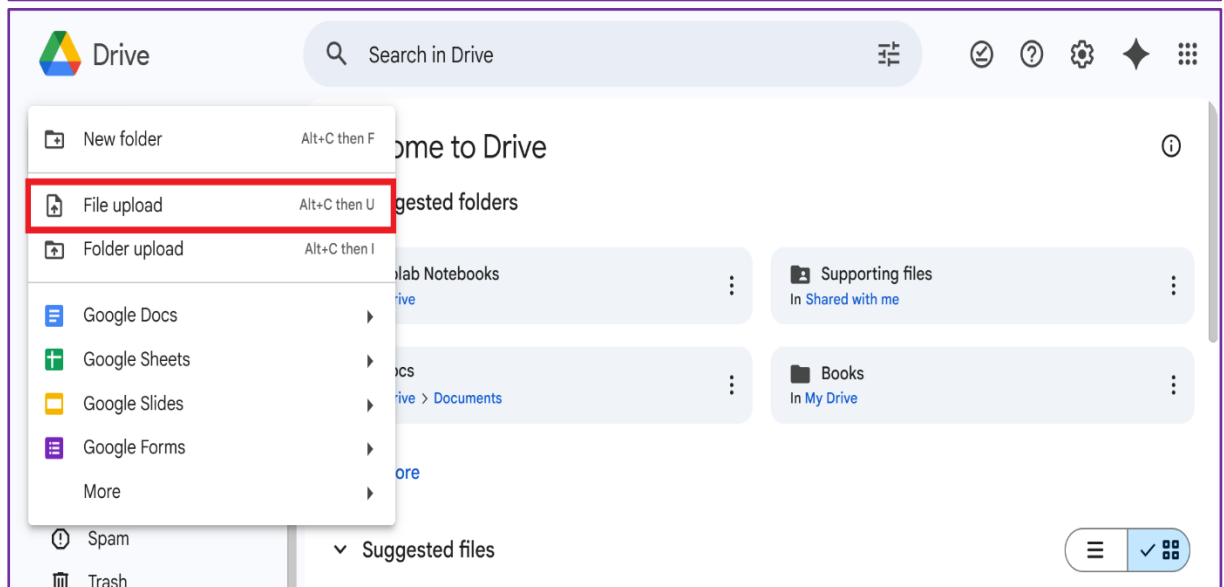
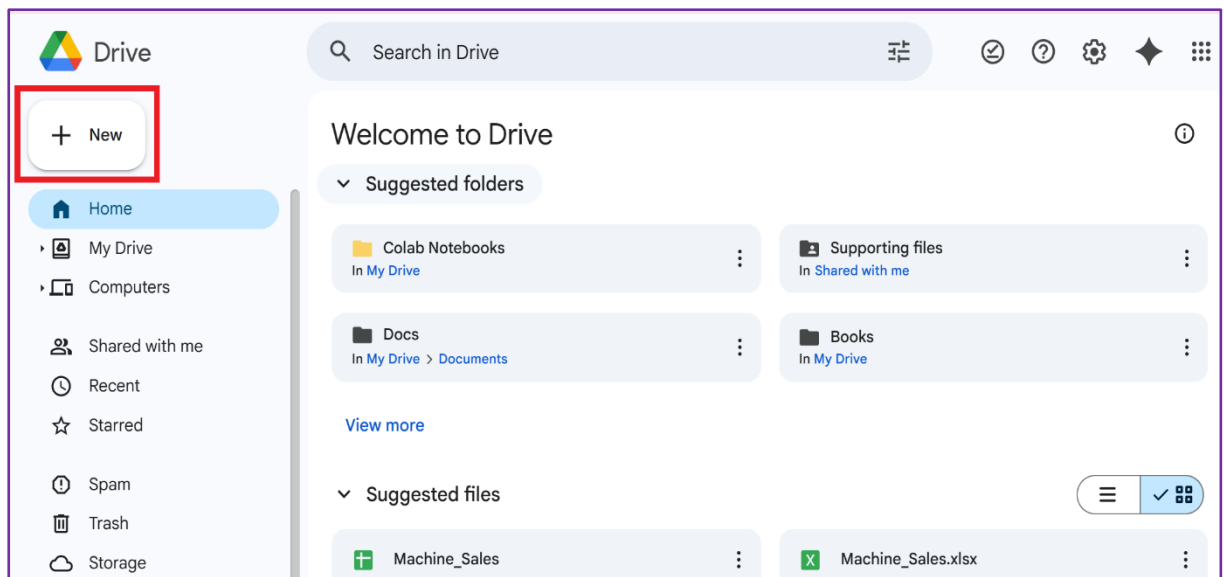
Sign Up/Log In:

1. Open your Google Account.
2. Click on **Google Apps** (grid icon in the top-right corner).

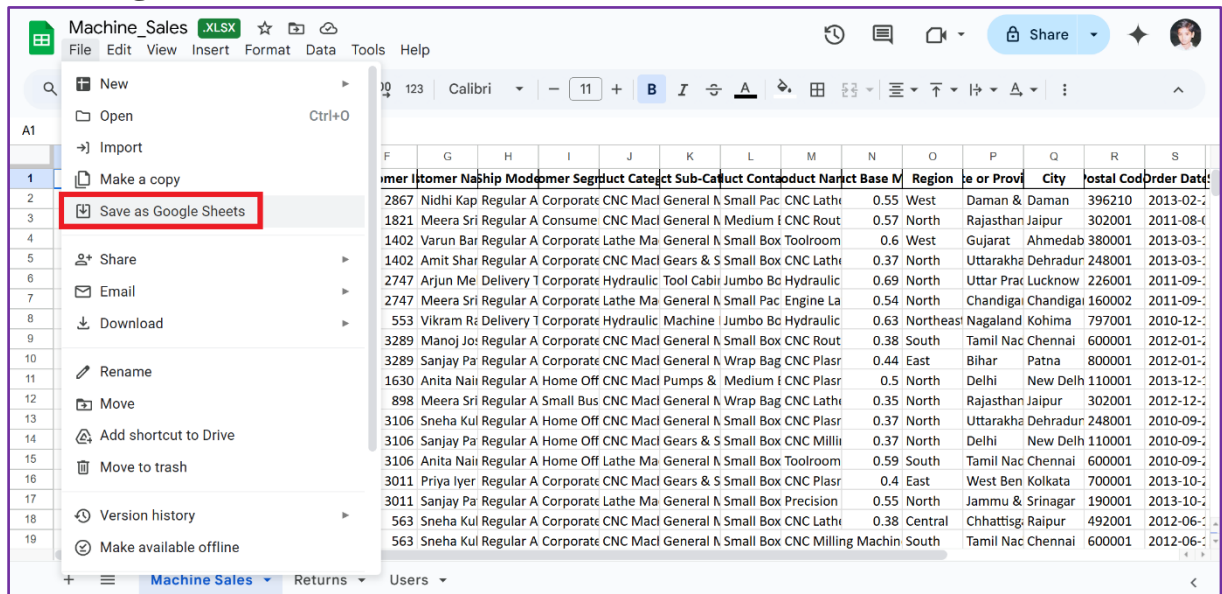


3. Download the [Machine_Sales.xlsx](#) from the shared Google Drive folder.
4. Open **Google Drive** and upload the [Machine_Sales.xlsx](#) file into your drive.



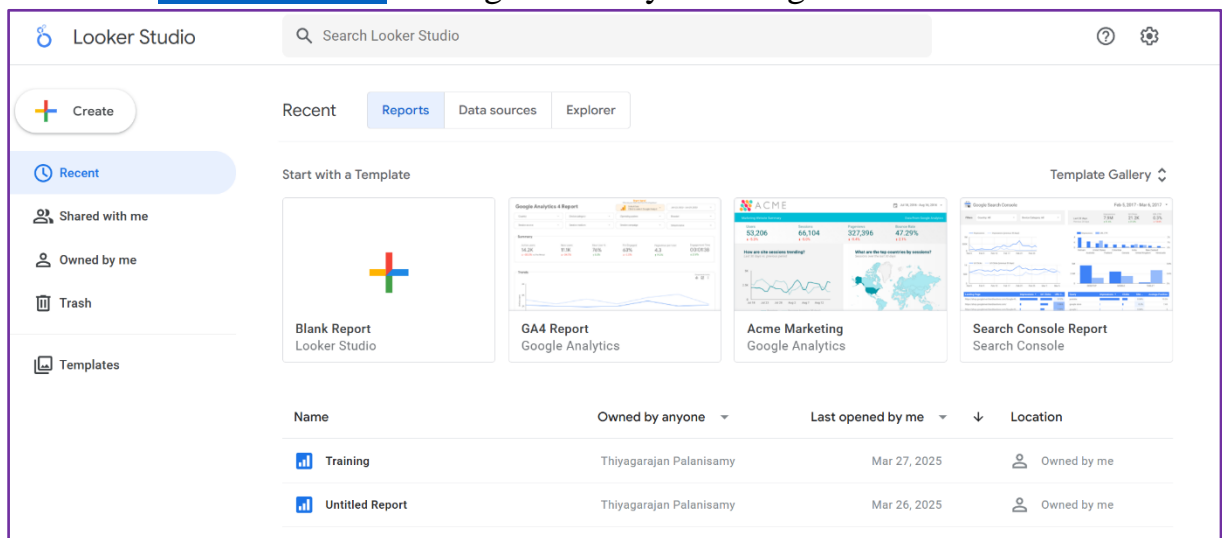


5. Double-click to open the file in Google Drive, then click on **File → Save as Google Sheets**.

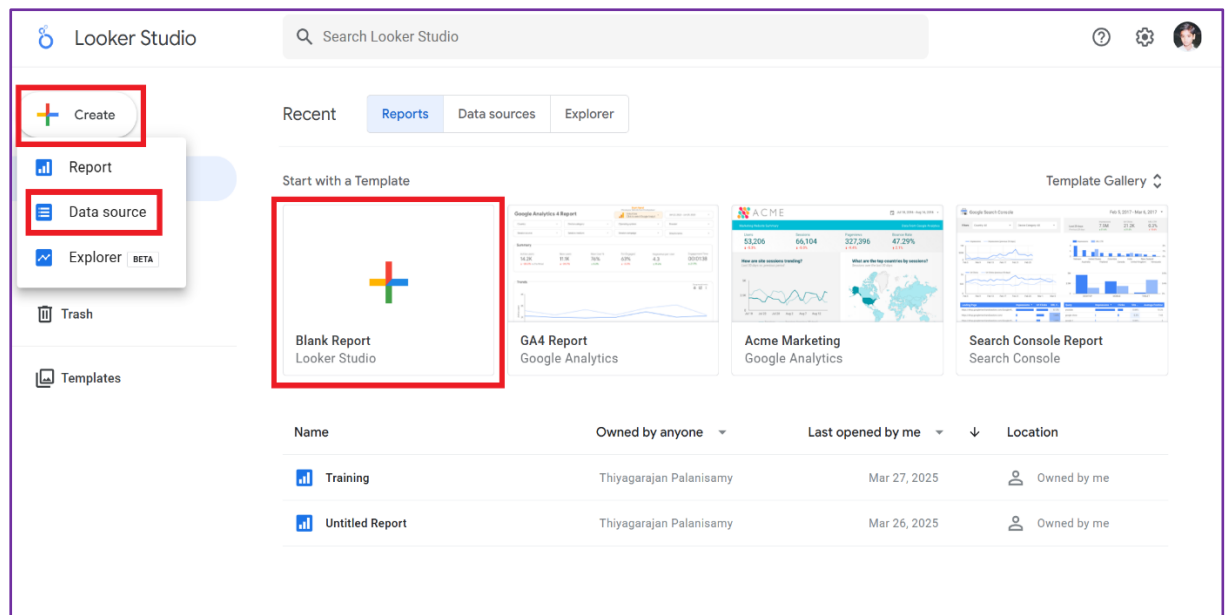


Looker Studio - User Guide

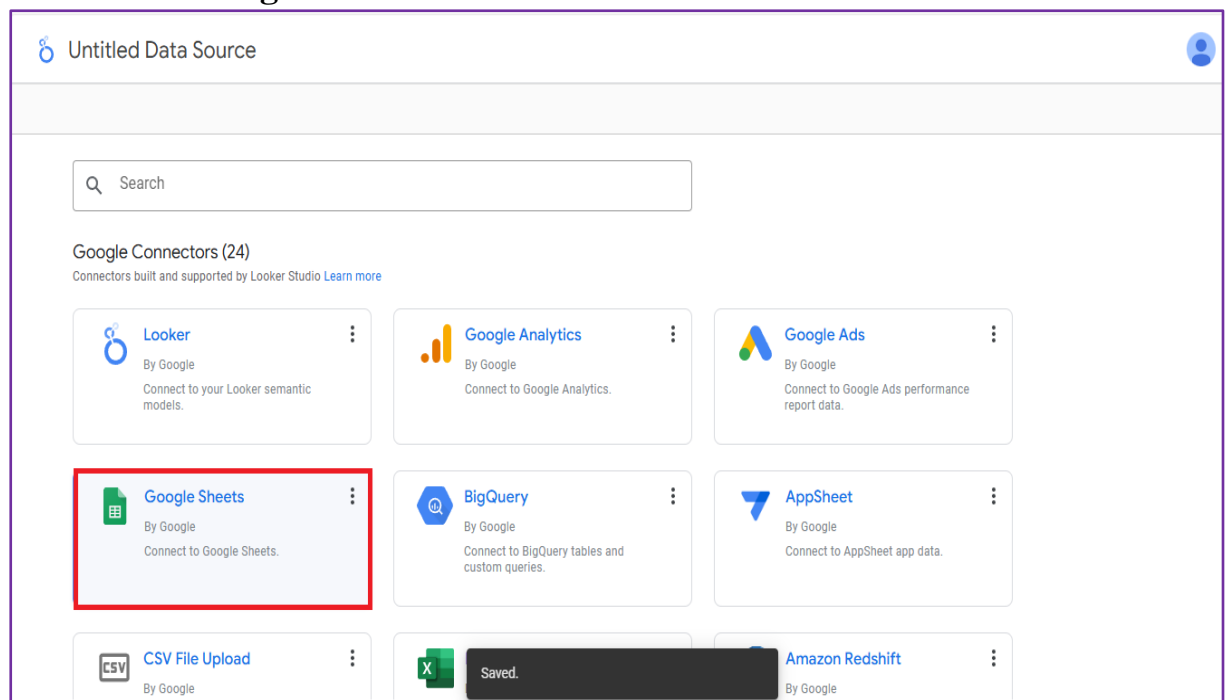
1. Go to [Looker Studio](#) and sign in with your Google Account.



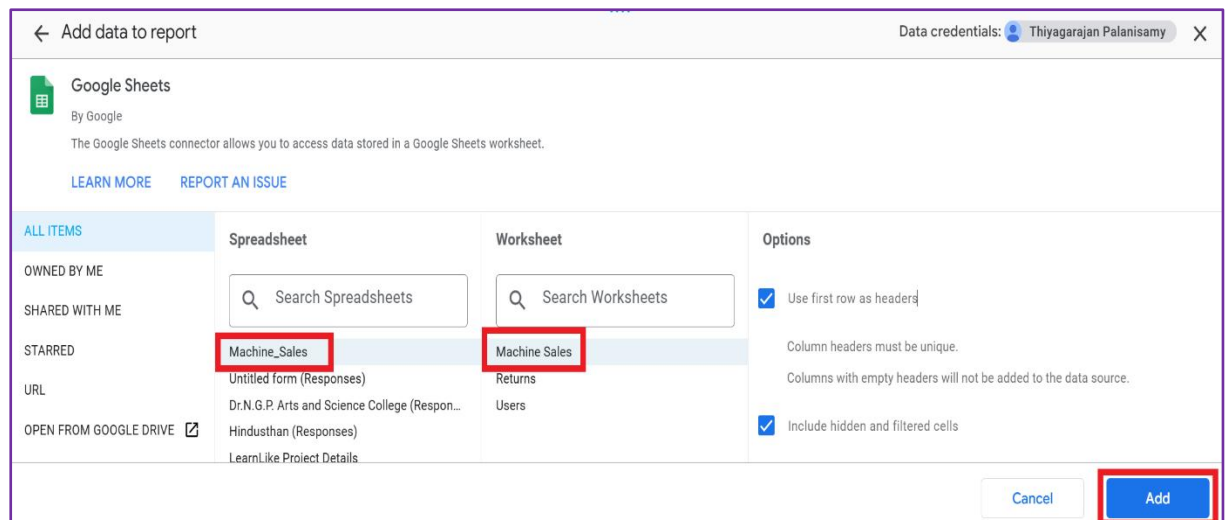
2. Click on **Blank Report** or go to **Create → Data source** option and choose a **data source** (Google Sheets).



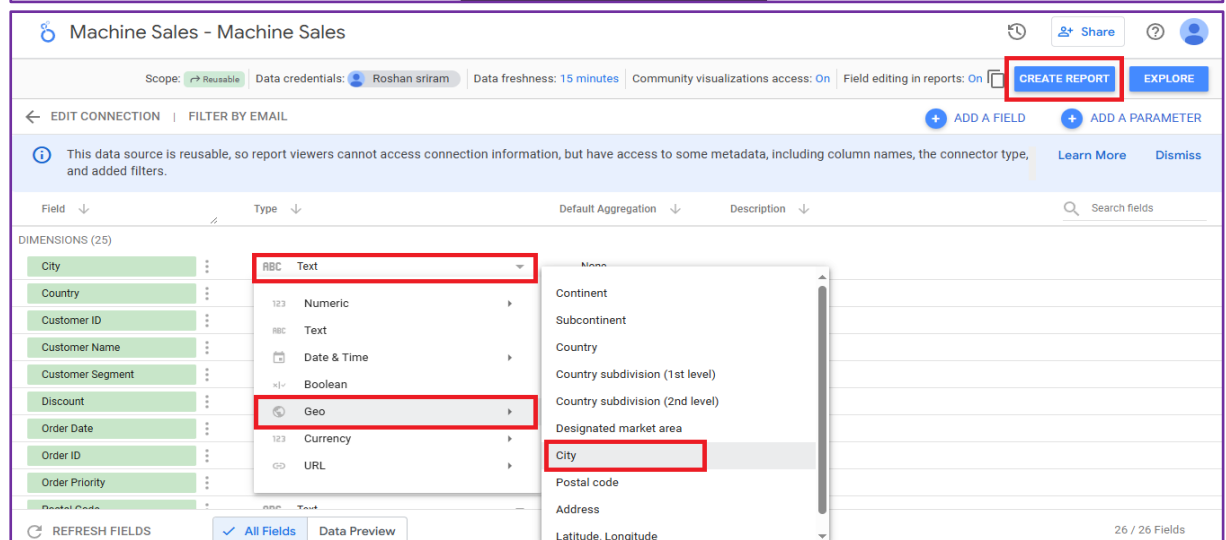
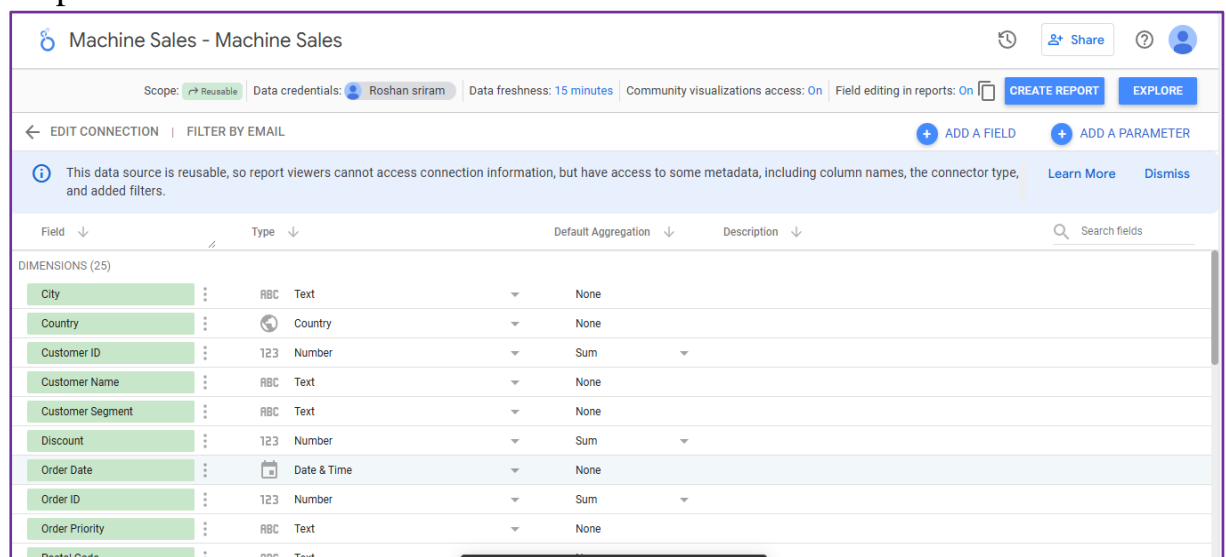
3. Click on **Google Sheets**.



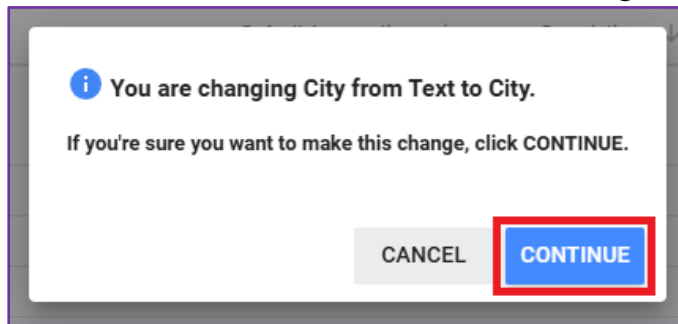
4. Select **Machine_Sales**, choose the worksheet, and click on **Add** to import the Google Sheet into Looker Studio.



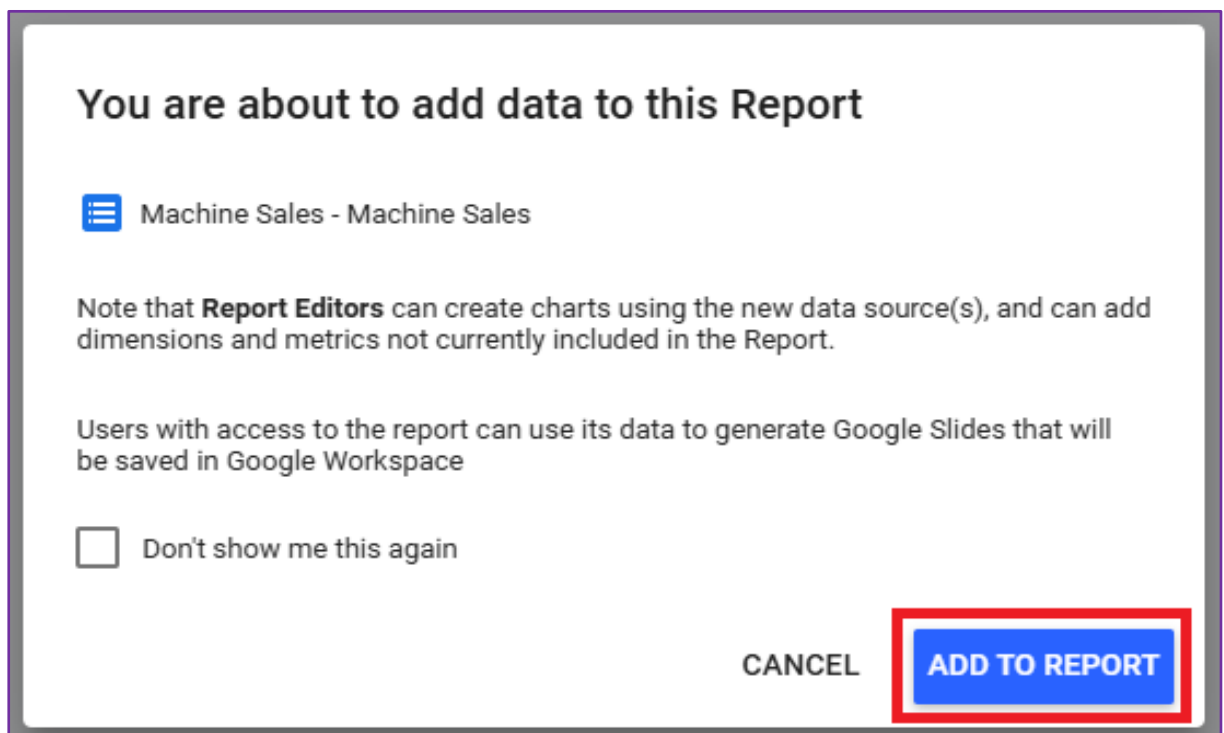
5. If you use **Create** → **Data source**, a preview of the data will be displayed. Looker Studio automatically categorizes most data, except for **Geo (Geography)** fields. You can manually set **Geo** categories for fields like **Country, State, and City** as needed. Click on **CREATE REPORT** to proceed.



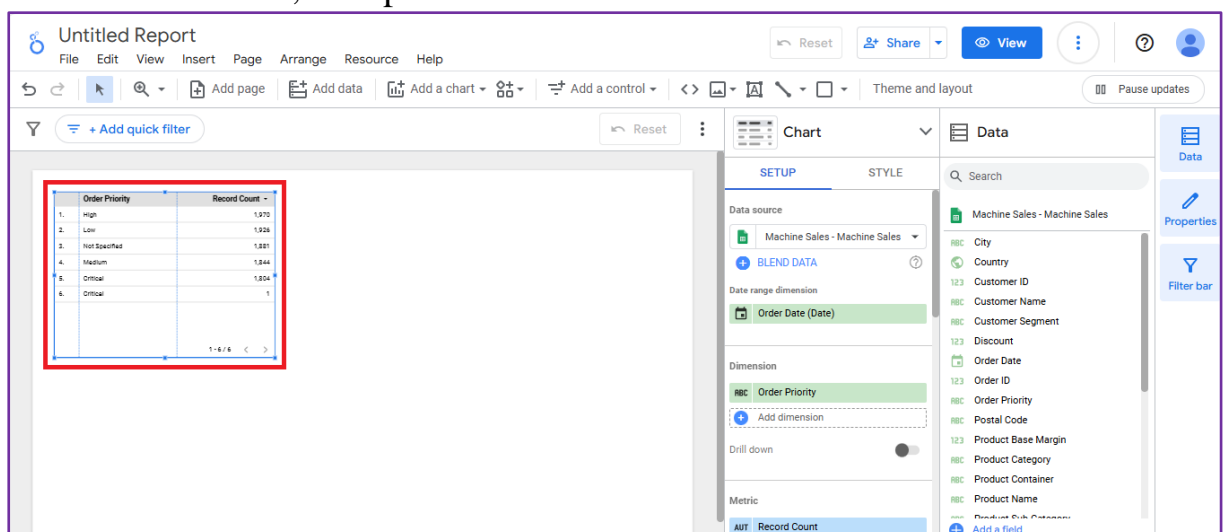
- Click the **CONTINUE** button to navigate to the Looker Studio page canvas.



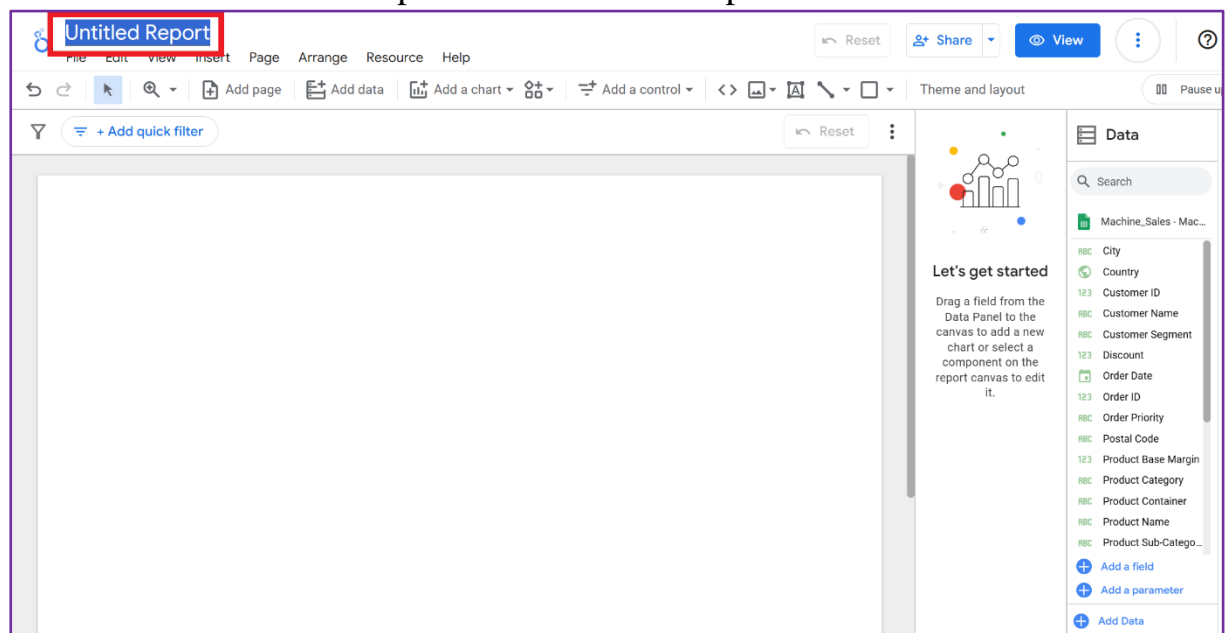
- Click the **ADD TO REPORT** button to add the data source.



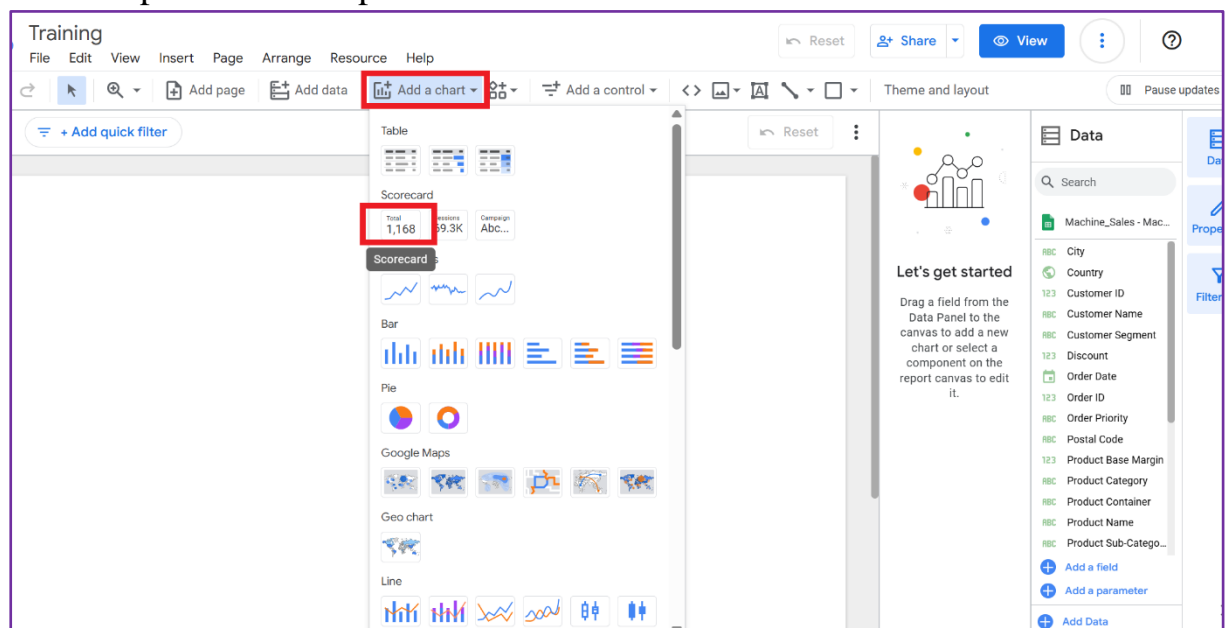
- A blank report with a default table visualization will be generated. Click on the chart to select it, then press **Delete** to remove it.



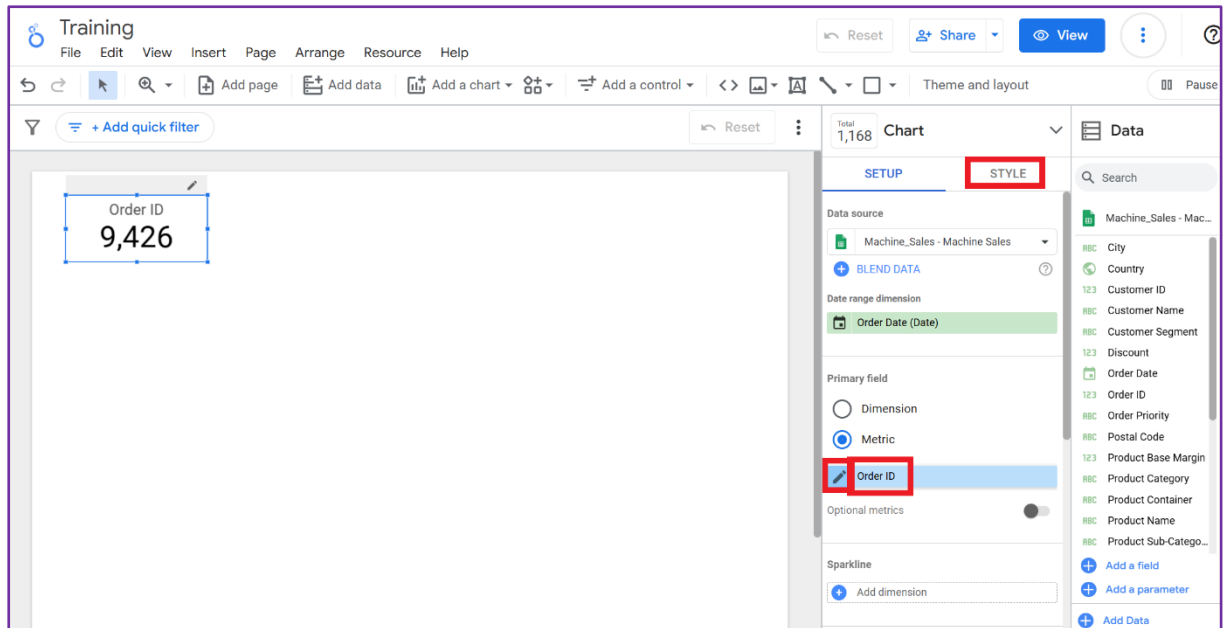
9. Double click on the top left to rename the report.



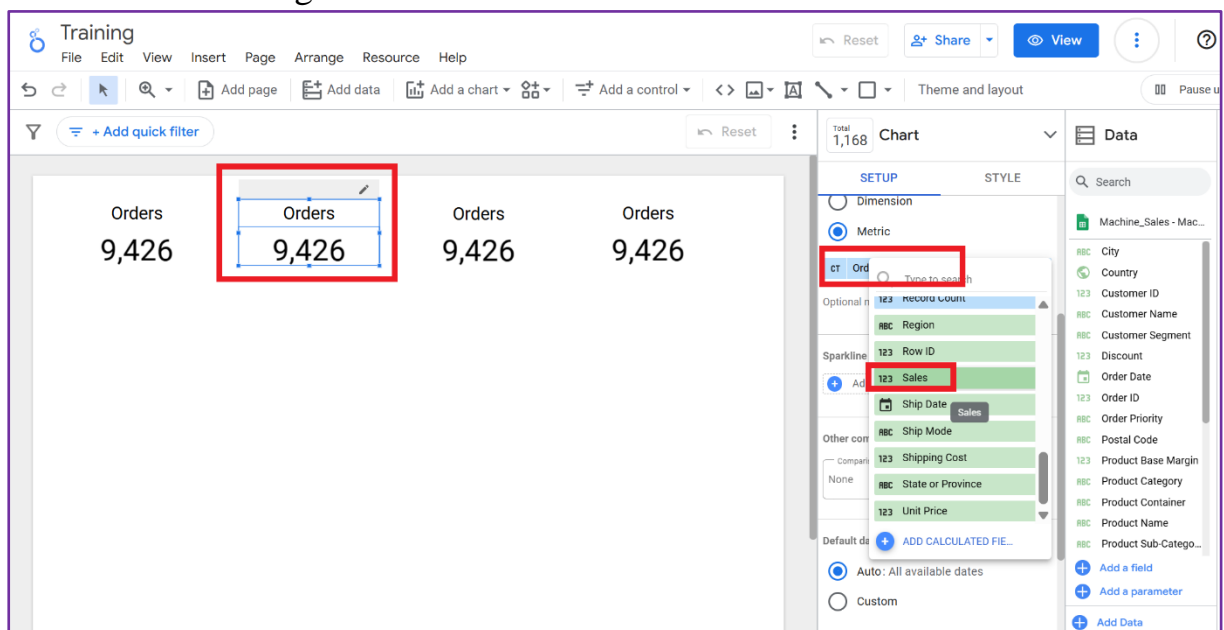
10. Click **Add a Chart** in the top menu. Select **Scorecard** from the list. Click on the report canvas to place the table.



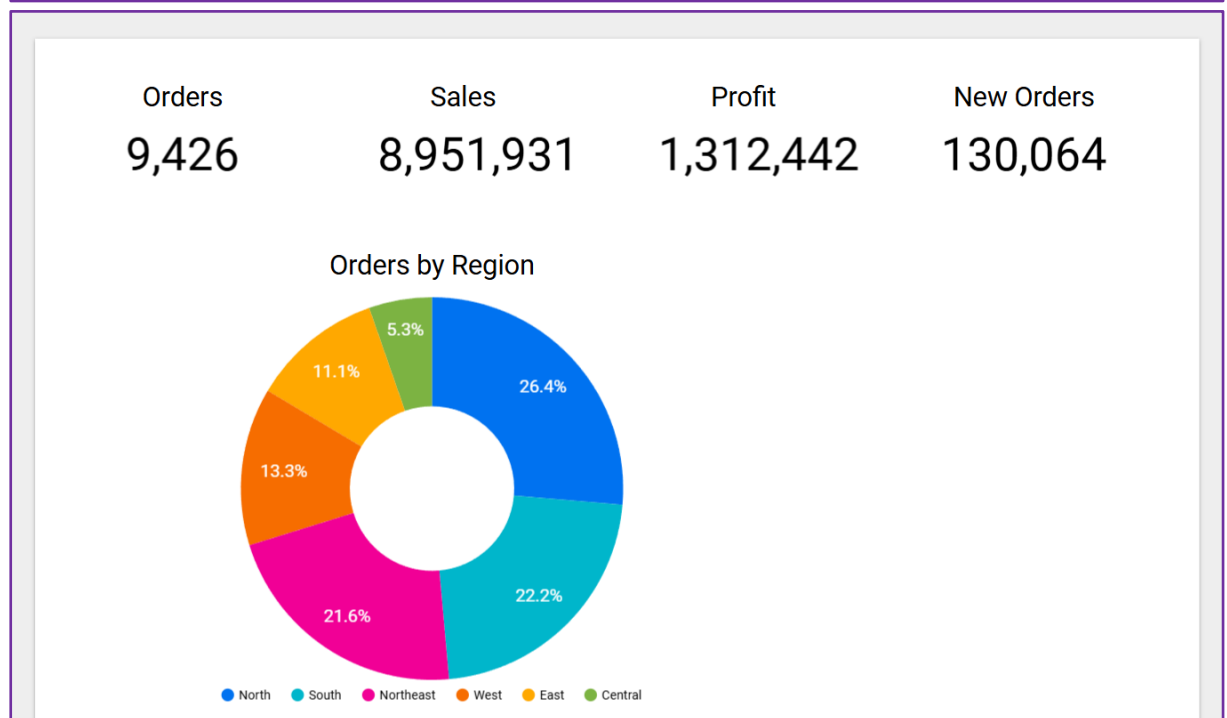
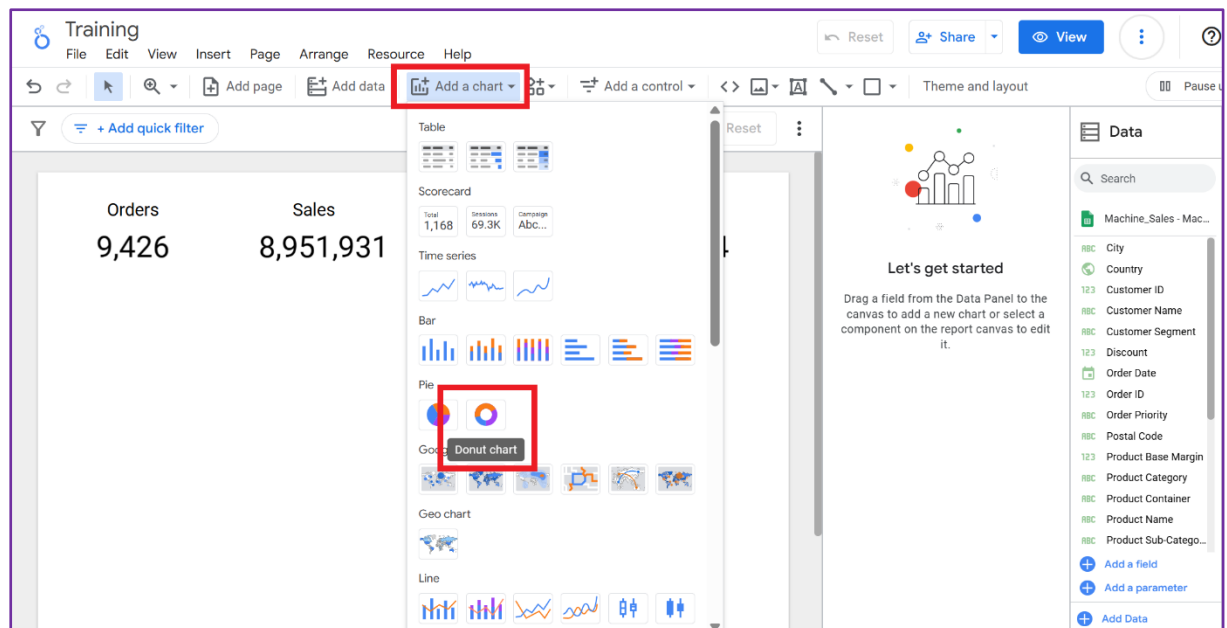
11. The Scorecard value **Metric** can be changed and the type of calculation can also be changed. E.g. Sum, Count, Average etc. For styling click on the **STYLE** options.



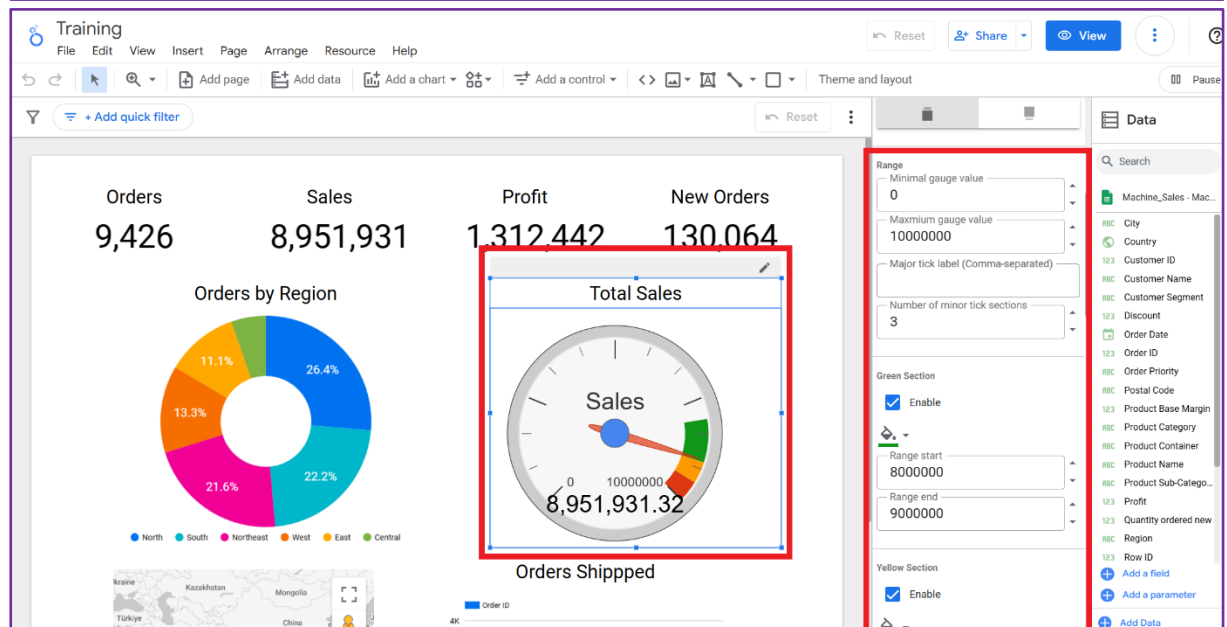
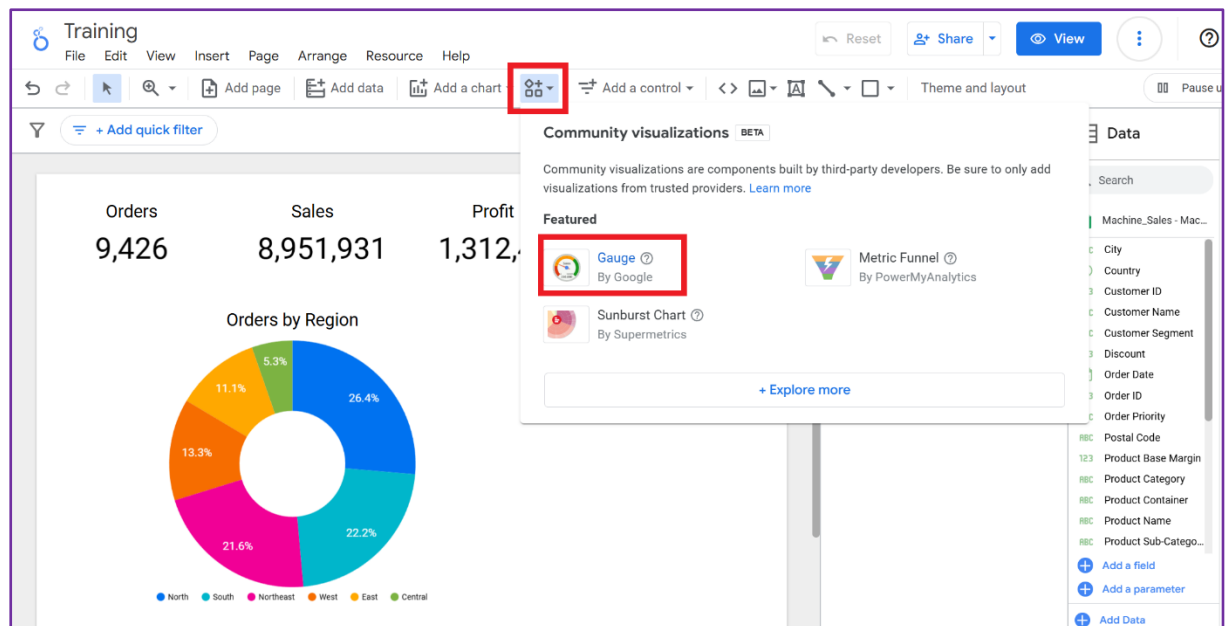
12. Duplicate the Scorecard by copying and pasting it. Click on each copied card to modify the metric and adjust the calculations as needed. Repeat this process for the remaining two cards.



13. Insert a new **Donut Chart** and set the metric to **Count of Order ID**. Use **Region** as the dimension to visualize the distribution of orders across different regions.



- Go to **Community visualizations**, select **Gauge Chart**, and set the metric to **Sum of Sales** to visualize total sales performance. Edit the Min & Max values for the Gauge chart and customize the green, yellow, and red ranges to represent different performance levels.



15. Select **Bubble map** Chart to visualize sales distribution by **State** or **City** for a geographical representation of sales data. Drag and drop the default location field from Country to State or City to refine the geographic sales visualization. Customize the Map Styling by switching to satellite view for a more detailed geographical representation.

Training
File Edit View Insert Page Arrange Resource Help

Reset Share View

Add page Add data **Add a chart** Add a control Theme and layout

+ Add quick filter

Orders by Region

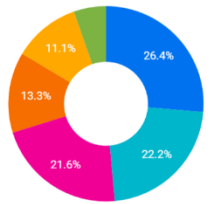


Table
Scorecard
Time series
Bar
Pie
Google Maps
Bubble map
Line

Let's get started
Drag a field from the Data Panel to the canvas to add a new chart or select a component on the report canvas to edit it.

Data
Machine_Sales - Mac...
City
Country
Customer ID
Customer Name
Customer Segment
Discount
Order Date
Order ID
Order Priority
Postal Code
Product Base Margin
Product Category
Product Container
Product Name
Product Sub-Catego...

Data Last Updated: 3/29/2025 8:27:48 PM

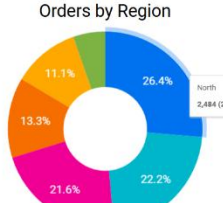
Training
File Edit View Insert Page Arrange Resource Help

Reset Share View

Add page Add data Add a chart Add a control Theme and layout

+ Add quick filter

Orders by Region



Total Sales




Chart
SETUP STYLE
Data source: Machine_Sales - Machine Sales
BLEND DATA
Date range dimension: Order Date (Date)
Fields: State or Province
Tooltip: Add dimension
Color dimension: Add dimension
Size: Add metric

Data
Machine_Sales - Mac...
Product Category
Product Container
Product Name
Product Sub-Catego...
Profit
Quantity ordered new
Region
Row ID
Sales
Ship Date
Ship Mode
Shipping Cost
State or Province
Unit Price
Record Count

Data Last Updated: 3/29/2025 8:27:48 PM

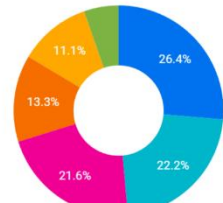
Training
File Edit View Insert Page Arrange Resource Help

Reset Share View


Add page Add data Add a chart Add a control Theme and layout

+ Add quick filter

Orders by Region



Total Sales



Orders Shipped


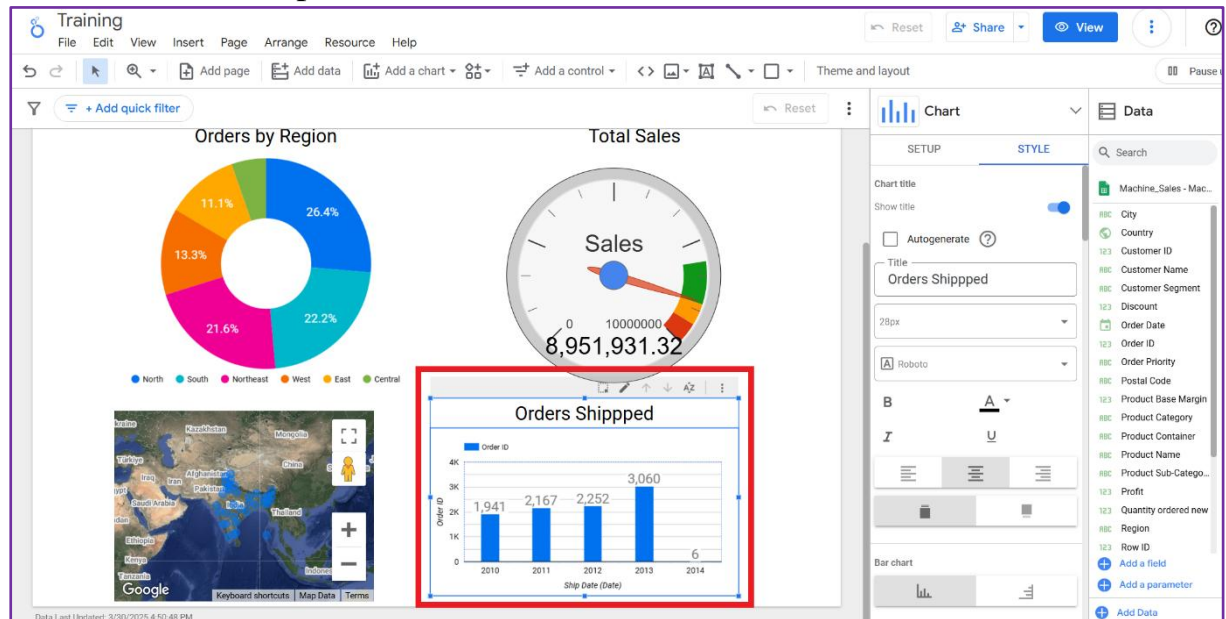


Chart
SETUP STYLE
Background layer: Use vector graphics
Type: Map Satellite
Roads
Landmarks
Labels
Layer type: Bubbles
Default viewport

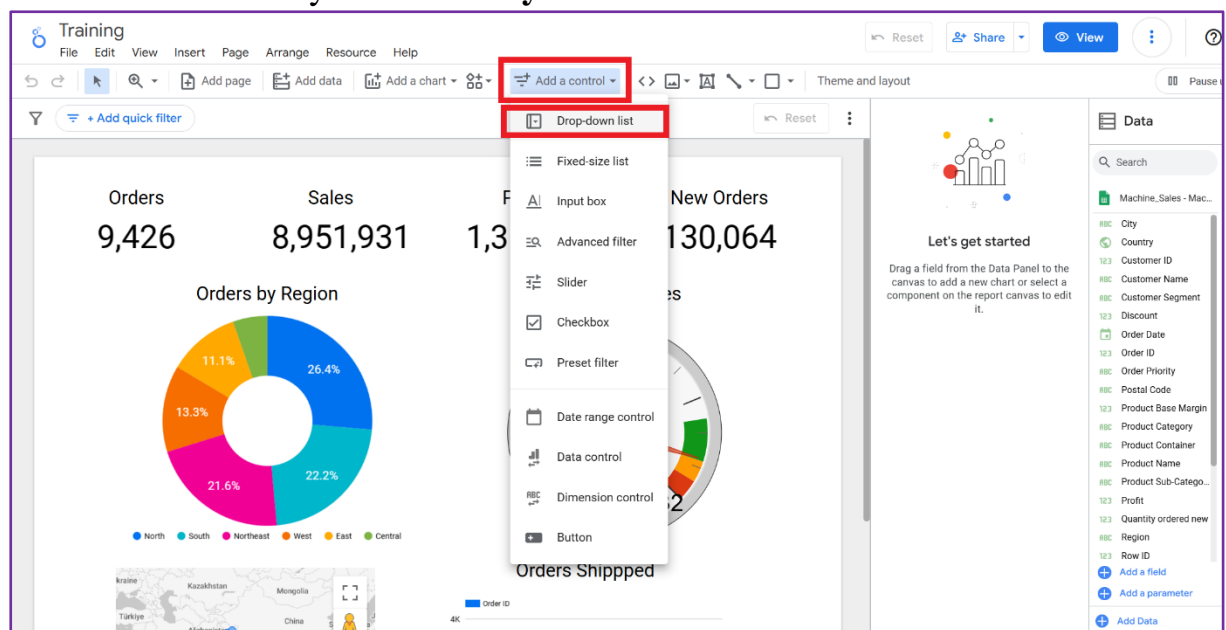
Data
Machine_Sales - Mac...
City
Country
Customer ID
Customer Name
Customer Segment
Discount
Order Date
Order ID
Order Priority
Postal Code
Product Base Margin
Product Category
Product Container
Product Name
Product Sub-Catego...
Profit
Quantity ordered new
Region
Row ID

Data Last Updated: 3/30/2025 4:50:48 PM

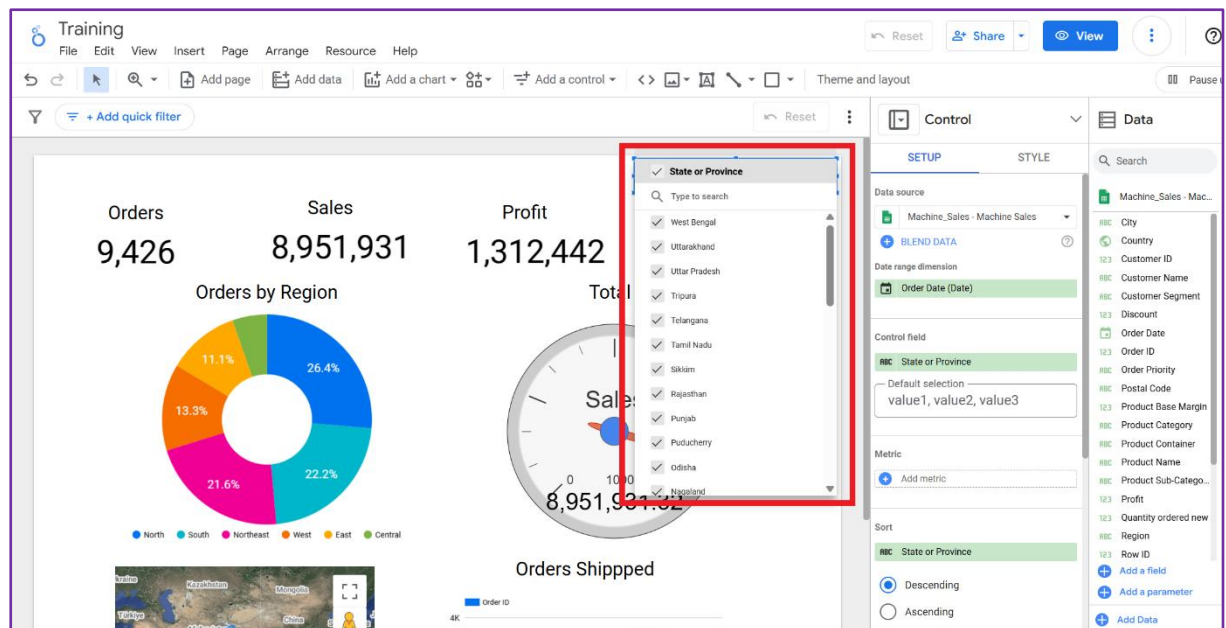
16. Similarly add a line or column chart to show count of order id by ship date to visualize the shipments.



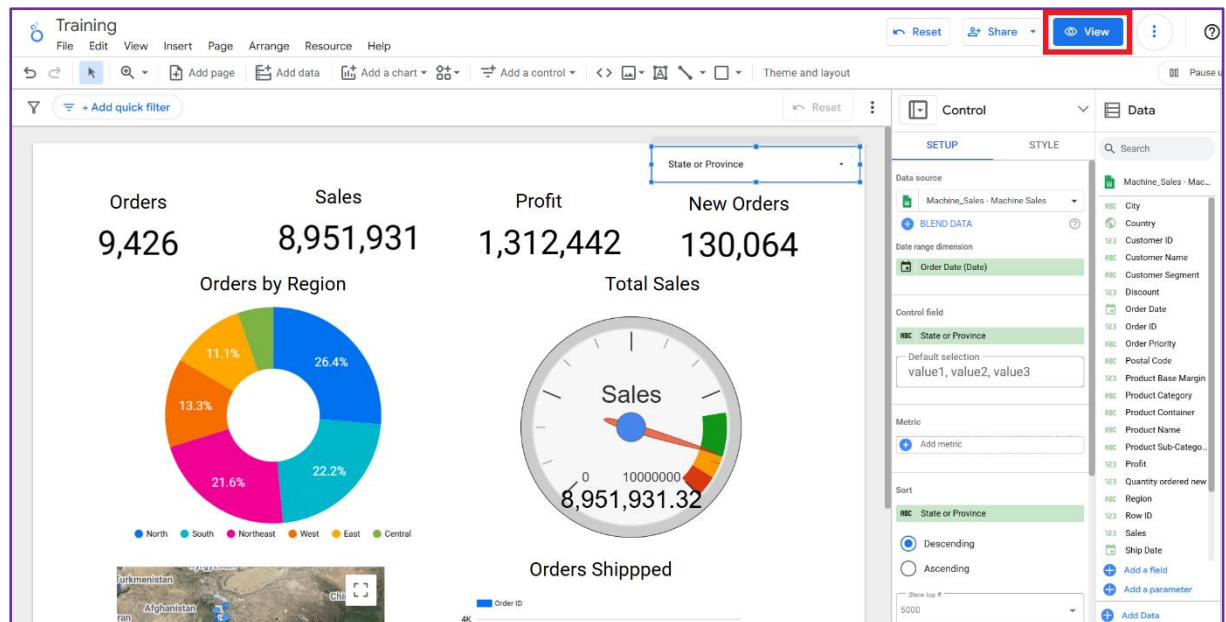
17. Click on **Add a control** and select **Drop-down list** to enable filtering of the dashboard data by **State** or **City**.

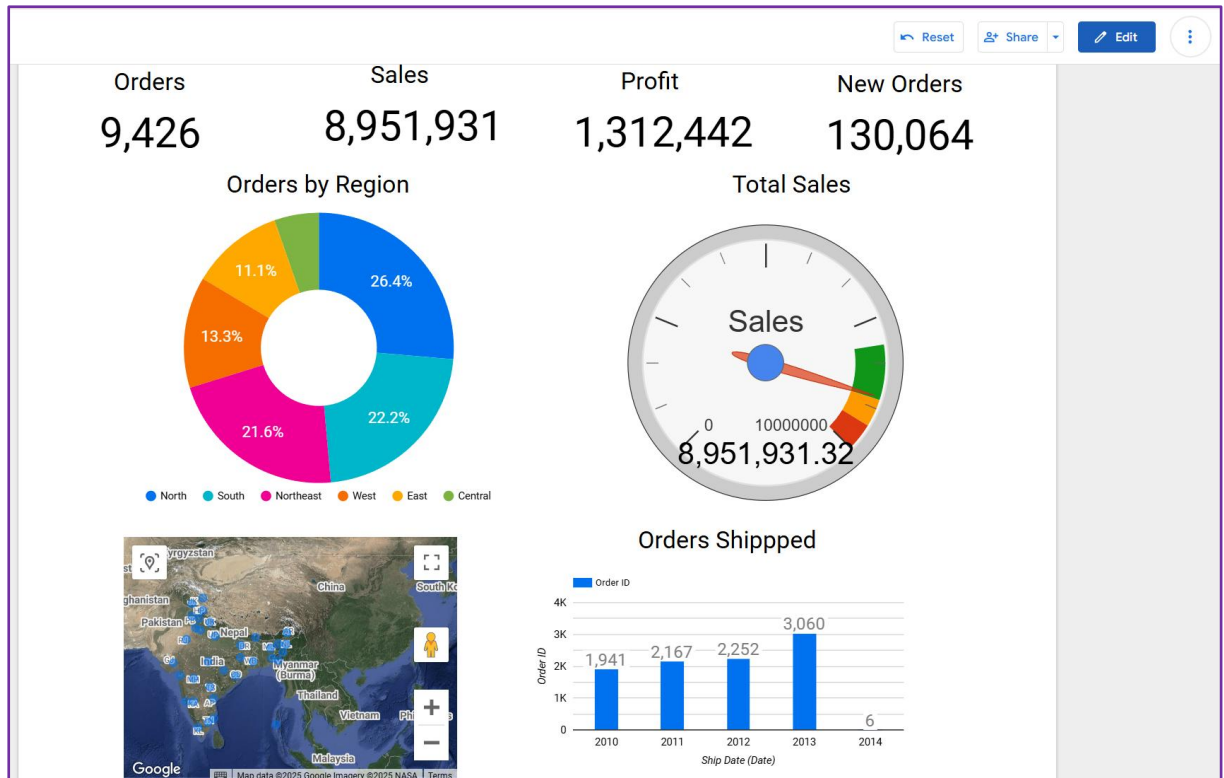


18. All visualizations in the dashboard can now be filtered based on States.

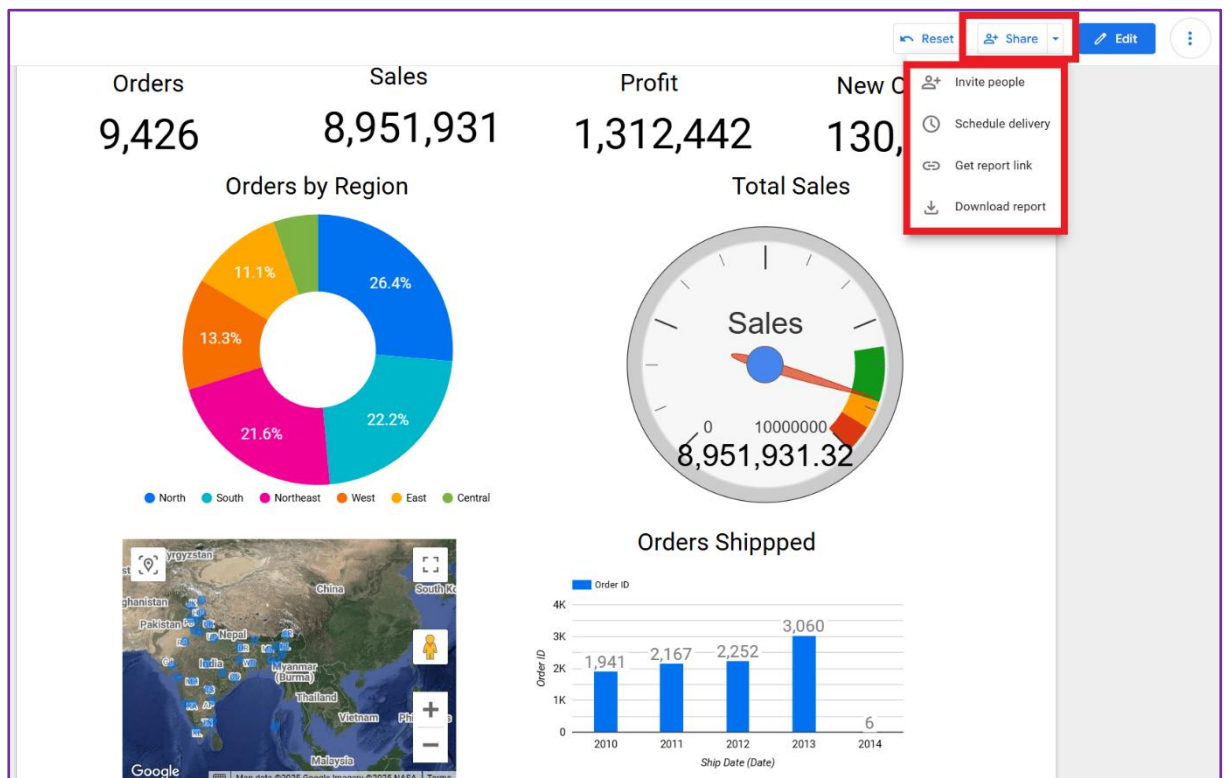


19. Click on View to test the interactive dashboard.

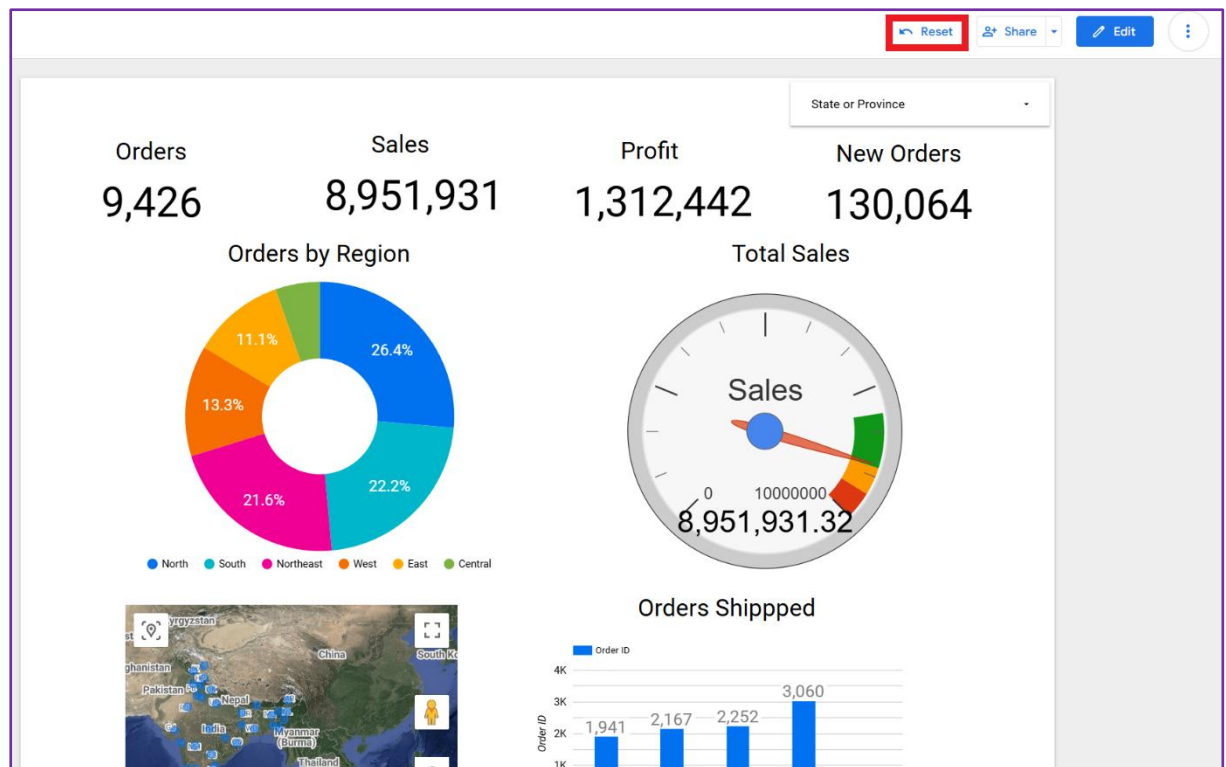




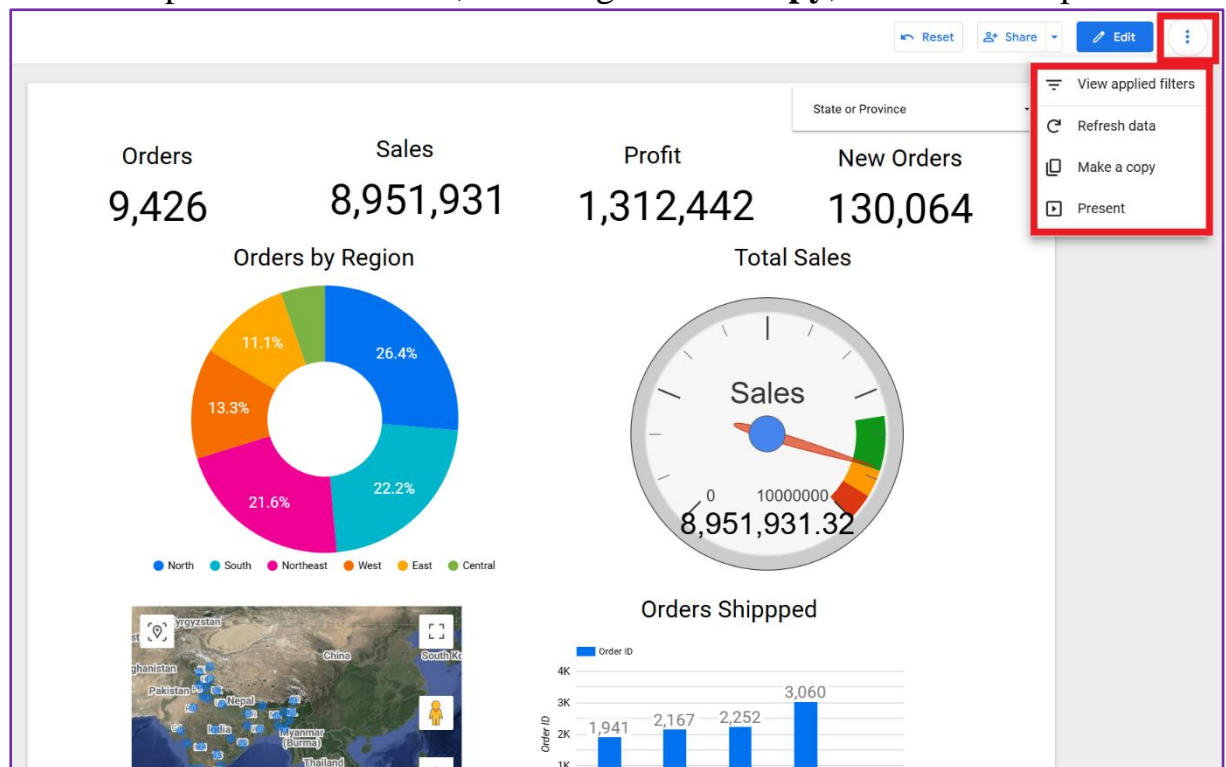
20. Click **Share** to share the document with others or download the report as a PDF.



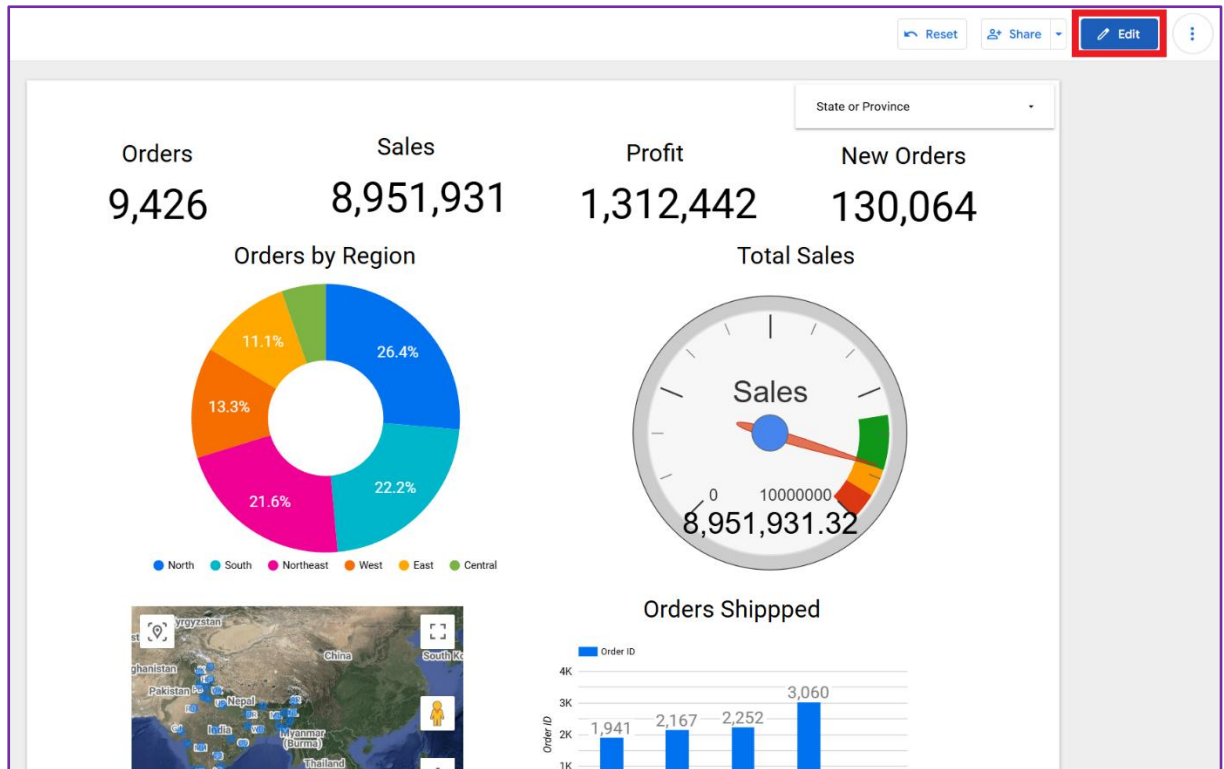
21. The **Reset** option allows you to remove all applied filters and selections on the report.



22. More options are available, including **Make a copy**, **Present** the report etc.



23. Click on **Edit** to return to the interface window.



24. Embed the report on a website using **File** → **Embed report**.

